

Amendments to the Specification:

Please replace the paragraph on page 11 beginning at line 7 with the following amended paragraph:

B' Figures 1A and 1B are functional block diagrams of the business process of this invention;

Please replace the paragraph on page 11 beginning at line 10 with the following amended paragraph:

B² Figures 2Aa, 2Ab, 2Ba and 2Bb show examples of segmentation of the automotive market;